Digital pay TV eyes more Kenyan towns

By Carole Kimutai: @CaroleKimutai

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Digital pay TV company, StarTimes Media in Kenya is now in eight regions after adding five towns to its list last week. The service is now also available in Nakuru, Nyeri, Eldoret, Webuye and Kakamega.

This development comes as Kenya's deadline for the digital migration draws closer and more players get into the digital media space.

"When we launched, we targeted covering up to 65% of the Kenyan population. Our goal is to ensure the majority if not all households in the country have access to our television content at affordable subscription charges," says Leo Lee, StarTimes Media Kenya CEO.

The company has also added two more channels in its channel options which will see the incorporation of Africa Movie Channel (AMC) and Eurosport News in the bouquet options at no extra cost. AMC will feature African content including Nollywood movies, soap operas, drama, series, reality shows and comedy.

Eurosport News will feature the latest in sports news, live scores and results from global soccer leagues, rugby, golf, tennis and cricket. StarTimes media officially launched in the Kenyan market in July 2012.

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